

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Fashion image and
styling 1

1st session: June 25th – July 5th 2024

3rd session: July 23rd – August 2nd 2024

www.naba.it



Fashion image and styling 1

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

Students will develop an understanding and gain experience in style-hunting and image styling as the foundations of fashion and project-development approach. They will be given an overview of the Italian fashion system, and they will be inspired to develop their ideas and their potential to the fullest.

Participants will learn how to innovatively apply trend skills to interpret personality, lifestyle and needs of the audience, creating looks for a fashion magazine, and proposing new fashion images through clothing, accessories, photos and location combos.

COURSE OBJECTIVES

The objective of the course is to train participants in the fashion industry who are able to take part in the creative process, the value proposition and the promotion of a brand or a fashion product and its defining style and aesthetic.

It aims to develop the professional skills of the stylist, who creates fashion magazine contents and supports a brand in all things related to its image.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in fashion and for students who are attending or will attend their first year of university studies in art and design.

OUTPUT

At the end of the course students will have learnt to create a concept look for an

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editorial fashion shooting combining clothing, accessories, make-up, and location. Presentation of a photographic fashion magazine shooting or photographic fashion shooting for a fashion blog.

LIST OF MATERIALS AND TOOLS

- Laptop (if possible with illustrator and Photoshop installed);
- USB Key;
- Digital camera or mobile phone with a good camera;
- Fashion magazines (optional).

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Students are encouraged to interact continuously in class, to work hard and they are supported to develop their ideas to the fullest, instilling a sense of purpose. Throughout the lessons students will be kept focused toward their goal, which is the final presentation, and excited by what they are doing.

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

| GRADING WEIGHTS | GRADING SCALE | | | | |
|---|--|---|---|---|---|
| 1. Attendance 30% | Excellent = 90-100 | | | | |
| 2. Participation and creative process 40% | Good = 80-89 | | | | |
| 3. Final work / final presentation 30% | Average = 70-79 | | | | |
| TOTAL 100% | Below Average = 60-69 | | | | |
| | Poor = 59 or below | | | | |
| | EXCELLENT 90 -100% | GOOD 80 – 89% | AVERAGE 70 – 79% | BELOW AVERAGE 60 – 69% | POOR BELOW 60% |
| Attendance (30%) | On time, perfect attendance | Seldom late: attended between 95% and 90 % of the course | Occasionally late: attended between 90 % and 85 % of the course | Occasionally late: attended between 85% and 80% of the course | Frequently late, attended less than 80% of the course: FAILED |
| Participation and Creative Process (40 %) | Demonstrates strong understanding of the topic & thorough, creative research | Shows good grasp of the topic & good research | Exhibits average comprehension of the topic & average research | Shows some awareness of the topic & below average awareness of research | Has shallow insight into the topic & poor grasp of research |
| Original Project (Final work/ Final presentation) (30%) | Exhibits exceptional analysis of concepts & production of original proposal | Exhibits exceptional analysis of concepts & production of original proposal | Exhibits average analysis of concepts & production of original proposal | Exhibits below average analysis of concepts & production of original proposal | Exhibits poor analysis of concepts & production of original proposal |

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1st week

COURSE SCHEDULE*

| DAY | | LESSON-SUBJECT |
|-------------------|------------|---|
| Day 1 - Tuesday | NABA Staff | Welcome and Registration <ul style="list-style-type: none">• Course Kick-off.• Introduction to Italian fashion system: roles and terms.• Description of the main project concept.• On ground research. |
| Day 2 - Wednesday | | <ul style="list-style-type: none">• What's about the role of a Stylist?• Details of the project + Work in progress in class. |
| Day 3 - Thursday | | <ul style="list-style-type: none">• Image reading practice: developing a professional fashion.• Project work in progress. |
| Day 4 - Friday | | <ul style="list-style-type: none">• The importance of the street style trends.• Street style and trends: practice.• Shooting suggestions. |

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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2st week

COURSE SCHEDULE*

| DAY | LESSON-SUBJECT |
|-------------------|--|
| Day 5 - Monday | <ul style="list-style-type: none"> Project review. Concept presentation and Styling choices selection. Project Review. Concept Presentation + Shooting days schedule. |
| Day 6 - Tuesday | <ul style="list-style-type: none"> Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models. Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models. |
| Day 7 - Wednesday | <ul style="list-style-type: none"> Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models. Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models. |
| Day 8 - Thursday | <ul style="list-style-type: none"> Editing of the photo-shooting with a Post production expert. Editing of the photo-shooting with a Post production expert. |
| Day 9 - Friday | <ul style="list-style-type: none"> Last coordination for the presentation. Final Presentation. |

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